**Amendments to the Claims**

This listing of claims will replace all prior versions, and listing, of claims in the application:

1. (Currently Amended) A computer-implemented method for providing automatically facilitated marketing and provision of electronic services, comprising:

searching a database for a match between user input and information in the database;

obtaining at least one keyword resulting from searching the database;

determining at least one offered service associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service;

determining a weighted value associated with the at least one offered service based on the associated technical weighting and the associated preference weighting; and

prioritizing the at least one offered service based on the determined weighted value to generate a set of suggested services.

2. (Previously Presented) The method of claim 1, wherein determining at least one offered service associated with the at least one keyword further comprises:

determining at least one generic service related to the at least one keyword; and

determining the at least one offered service based on the at least one generic service.

3. (Previously Presented) The method of claim 1, further comprising if the at least one offered service includes a bundle of two or more services, then determining a weighted value associated with the at least one offered service based on a technical weighting and a preference weighting associated with each of the two or more services of the bundle of services.

4-6 (Canceled)

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7. (Previously Presented) The method of claim 1, further comprising:

calculating maximum and minimum thresholds; and

comparing the maximum and minimum thresholds to a ratio of the associated technical weighting and the associated preference weighting to determine if the associated preference weighting is overriding the associated technical weighting.

8. (Canceled)

9. (Previously Presented) The method of claim 7, further comprising adjusting or reducing the weighted value associated with the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

10. (Previously Presented) The method of claim 7, further comprising discarding the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

11. (Previously Presented) The method of claim 1, further comprising if the at least one offered service includes a bundle of two or more services, calculating a comparison value for the at least one offered service by adjusting the weighted value associated with the at least one offered service.

12. (Previously Presented) The method of claim 1, further comprising outputting the at least one offered service and information associated with the at least one offered service to a user's processing device.

13. (Currently Amended) A computer-readable medium comprising:

logic configured to search a database for a match between user input and information in the database;

logic configured to obtain at least one keyword resulting from the search;

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logic configured to determine at least one offered service associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service;

logic configured to determine a weighted value associated with the at least one offered service based on the associated technical weighting and the associated preference weighting; and

logic configured to prioritize the at least one offered service based on the determined weighted value to generate a set of suggested services.

14. (Previously Presented)  The computer-readable medium of claim 13, further comprising:

logic configured to determine at least one generic service related to the at least one keyword; and

logic configured to determine the at least one offered service based on the at least one generic service.

15. (Previously Presented)  The computer-readable medium of claim 13, further comprising logic configured to determine a weighted value associated with the at least one offered service based on a technical weighting and a preference weighting associated with each service, if the at least one offered service includes a bundle of two or more services.

16-17  (Canceled)

18. (Previously Presented)  The computer-readable medium of claim 13, further comprising:

logic configured to calculate maximum and minimum thresholds; and

logic configured to compare the maximum and minimum thresholds to a ratio of the associated technical weighting and the associated preference weighting to determine if the associated preference weighting is overriding the associated technical weighting.

19. (Previously Presented) The computer-readable medium of claim 18, further comprising logic configured to adjust or reduce the weighted value associated with the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

20. (Previously Presented) The computer-readable medium of claim 18, further comprising logic configured to discard the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

21. (Previously Presented) The computer readable medium of claim 13, further comprising logic configured to calculate a comparison value for the at least one offered service by adjusting the weighted value associated with the at least one offered service if the at least one offered service includes a bundle of two or more services.

22. (Previously Presented) The computer-readable medium of claim 13, further comprising logic configured to output the at least one offered service and information associated with the at least one offered service to a user's processing device.

23. (Canceled)

24. (Currently Amended) A system for automatically facilitated marketing and provision of electronic security services, comprising:

a cycler configured to search through a database to match user input with sales information in the database and to provide at least one keyword resulting from the search; and

a service suggestion analyzer operatively coupled to the cycler, the service suggestion analyzer configured to:

determine at least one offered service associated with the at least one keyword, the at least one offered service associated with a technical weighting indicating a technical relevance of the at least one offered service and a preference weighting indicating a provider preference of the at least one offered service,

determine a weighted value associated with the at least one offered service based on the associated technical weighting and the associated preference weighting, and

prioritize the at least one offered service based on the determined weighted value to generate a set of suggested services.

25. (Original) The system of claim 24, wherein the service suggestion analyzer further comprises an analyzer module, a servicer module and an output module.

26. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer comprises a psychological assistant module and a special deals interface module configured to provide special sales on time sensitive offers.

27. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer is further configured to:

determine at least one generic service related to the at least one keyword; and

determine the at least one offered service based on the at least one generic service.

28. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer is further configured to determine a weighted value associated with the at least one offered service based on a technical weighting and a preference weighting associated with each service, if the at least one offered service includes a bundle of two or more services.

29. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer is further configured to:

calculate maximum and minimum thresholds; and

compare the maximum and minimum thresholds to a ratio of the associated technical weighting and the associated preference weighting to determine if the associated preference weighting is overriding the associated technical weighting.

30. (Previously Presented) The system of claim 29, wherein the service suggestion analyzer is further configured to adjust or reduce the weighted value associated with the at least

one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

31. (Currently Amended) The system of claim 29, wherein the ~~the~~ service suggestion analyzer is further configured to discard the at least one offered service if the ratio of the associated technical weighting and the associated preference weighting violates the maximum threshold or the minimum threshold.

32. (Previously Presented) The system of claim 25, wherein the output module is operatively coupled to the servicer module and the output module is configured to provide the at least one offered service to a user via at least one of a user's display device of a processing device, auditory means including synthesized voice, or paging device.

33. (Previously Presented) The system of claim 24, wherein the service suggestion analyzer is further configured to calculate a comparison value for the at least one offered service by adjusting the weighted value associated with the at least one offered service if the at least one offered service includes a bundle of two or more services.

34-35. (Canceled)